D-6340

D-6343

D-6344

D-6346

Fm. 2
G. 35000-1-34

SHANGHAI MUNICIPAL POLICE
S. B. REGISTRY.
No. D 6

SHANGHAI MUNICIPAL POLICE.

Special Branch - S.B. Station,

REPORT

Date December 13, 1934.

Subject (in full) Professor ZANDOR.

Made by D.S. Pitts. Forwarded by

In compliance with the instructions of the Deputy Commissioner (Special Branch) relating to the attached newspaper extract, I have to report that Professor Zandor is an American named Fred Lewis ROCHON. He was born at Grand Rapids, Michigan, U.S.A. some 49 years ago, his home address being No. 14905 Dickens Street, Sherman Oaks, California. Rochon, who is in possession of United States Passport No. 10 issued on January 26, 1931 at Belize, British Honduras, arrived in Shanghai on July 21, 1934 as a passenger on board the s.s. "Golden Horn," having embarked on that vessel at San Francisco on June 11, 1934. He was accompanied by his wife Anna Edwina Rochon.

Mrs. Rochon has been residing at the Cathay Mansions since her arrival here, whilst with the exception of a short period in November when he was in Hankow and Nanking, Rochon has also been staying at the same hotel.

Since his arrival in Shanghai Rochon has described himself as (1) Hotel Manager, (2) Professor of Graphology and (3) Advertising Expert. The latter term, however, appears to fit this man's profession more correctly than the other two.

DEPUTY COMMISSIONER
DEC 14 1934
(CRIME BRANCH)

A few days after landing in Shanghai, Rochon, under the name of Professor Zandor, approached the advertising department of Messrs. Millington Ltd. and Messrs. Associated Advertisers and placed before them a scheme for increasing the sale of certain tinned edible commodities. These two concerns did their utmost to find commissions for him but were unsuccessful in their quest, with the result that during the early days of August, he himself, still under the name of Professor Zandor, approached Messrs. Bakerite Co., No. 107 Nanking Road and placed his proposition before the management of this concern. It so happened

Fm. 2
G. 35000-1-34

SHANGHAI MUNICIPAL POLICE.

File No.

Station,

REPORT

Date 19

Subject (in full)

Made by Forwarded by

that this organisation intended embarking on an intensive advertising campaign in August and September with the object of selling the Shanghai public various types of tinned biscuits. The main attraction to the public in Lochon's scheme was the inserting in each tin of biscuits of a slip of printed paper, which when returned to him together with a piece of old worn clothing and a specimen of the purchaser's handwriting, entitled the latter to a free "character" reading and certain advice regarding the future from "the one and only Professor Zandor." To confirm his abilities as an expert advertising agent, Lochon produced newspaper clippings which indicated that he had been engaged in the same type of business in various parts of South America, United States of America and Honolulu. In Honolulu he was engaged by the Love Biscuit Company for a period of two months during which time, due to his efforts, over 50,000 tins of biscuits of the organisation concerned were sold.

After some discussion Lochon's plans were eventually adopted by the Bakerite Company and he was engaged to work solely for that concern from August 15 until September 30, 1934. He received a sum of over $4,000.00 plus his expenses in connection with this contract and according to enquiries made he put in a great deal of hard work to make a success of the job he had in hand. He advertised extensively, both in the local press and over Radio Station XMHA, extolling the values of Bakerite Biscuits, and it is known that during the six weeks that he was working for Bakerite, over 18,000 tins of biscuits were sold in Shanghai in excess of the usual quota for that period.

After his contract had expired he proceeded to Nanking

Fm. 2
G. 35000-1-34

File No.

SHANGHAI MUNICIPAL POLICE.

Station,

REPORT

Date. 19

Subject (in full)

Made by Forwarded by

[illegible] local [illegible] [illegible] advice [illegible] not be [illegible] Police. [illegible] estate [illegible] character, gives advice of a very [illegible] nature. It has been learned, however, that very few people have visited him since his return from Nanking on November 30, 1934.

Both Mr. and Mrs. Rochon appear to be on very friendly terms with Mr. and Mrs. Gardner Crane, well known local Americans, and as far as can be ascertained they have been favourably received by the American community during their stay in Shanghai. It is believed that they will be leaving this city for Manila in the very near future.

Ja Pitts.

D. S.

Deputy Commissioner (Special Branch).

D.C. (Cr.)
Information.
FWG
DEC. 13 1934

File
FWG
DEC. 14 1934

North China Daily News.
3-12-34

PROFESSOR Zandor has returned. Cathay Mansions. Fee $5. x6284

D.C. S.B.
Information.
3/12.

Reg. Please attach file.

Sir,
There is no file on Prof. Zandor in the Special Branch, Crime or Central Registries.
A.D. White.
3/12

S.2, Please ascertain discreetly who Professor Zandor is and the connection in which he charges fees of $5:00. I think he gives treatments for alcoholism and that his business is entirely legitimate.

D.S. Pitts.
4/12

DEC. 3 1934

THE NORTH-CHINA DAILY NEWS, SUNDAY, NOVEMBER 4, 1934

342
6 11 34

NANKING, NOTICE!

Professor Zandor and Madame Piper, well-known psychics, can be consulted at the Yangtze Hotel, Nanking, for one week only, beginning from Monday, November 5.
x5000

D.S. 8/13

Information

DEPUTY COMMISSIONER ;
[illegible] 1934
(CRIME BRANCH)

D.S. 5/11.

D.C. (Cr.)
Information.
T.P. Givens D.C. (Sp. Br.)

NOV 5 1934